

## **Position Profile**

### **Senior Communications Manager**

Calgary or Edmonton, Alberta

## **The Opportunity**

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### **About**

As Alberta's leading investment attraction and promotion agency, Invest Alberta Corporation (IAC) is dedicated to driving economic growth and fostering a business-friendly environment. IAC attracts high-impact, high-value investments by building on Alberta's strengths and competitive advantages to create and win opportunities that make Alberta's economy the most dynamic in North America. IAC strives to create a client and employee experience that aligns with our values; accountable, solution-minded, collaborative, trustworthy, and inclusive. By joining IAC, employees become part of a community of passionate service-oriented people who embody Alberta's entrepreneurial spirit.

### **Position Overview**

We are seeking an exceptional Senior Communications Manager who thrives in a fast-paced, high-impact environment. This role is designed for a strategic and dynamic communications professional with a proven track record of delivering outstanding results. The ideal candidate will be a creative and adaptable leader, a masterful storyteller, and a proactive innovator who can elevate IAC's communication efforts to new heights.

Reporting to the Vice President of Stakeholder Relations, the Senior Communications Manager will partner with team members nationally and internationally to bring IAC's vision to life through compelling and strategic communications strategies, programs, and tactics. This role serves as a trusted business partner who works collaboratively with various departments to advance their business goals through effective and measurable communication outcomes.

The Senior Communications Manager will build strong relationships with external stakeholders including the Government of Alberta, economic development agencies, investors, and provincial, national, and global media.

### **Responsibilities**

#### **External Communications**

- Lead the creation and implementation of external communication strategies and campaigns that engage audiences in Alberta's value proposition, including its key sectors; energy and clean tech, agriculture and forestry, aviation and transportation logistics, and life sciences.
  - Lead communication activities as part of the investor journey, ensuring an exceptional investor experience that drives digital content engagement and earned media pick-up.
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- Lead the development of a Corporate Communication Strategy aimed at energizing IAC's business plan and performance, and utilizing research, benchmarking, and analytics to measure success and refine approaches.
  - Lead the planning and roll-out of public announcements through the creation of materials including communications plans, key messages, news releases, fact sheets, briefing notes, event plans, reports, Q&A documents, speeches, and media notices.
  - Lead the development of a proactive media relations program that builds relationships with key reporters and outlets provincially, nationally, and globally to secure earned media coverage.
  - Support media relations activities and inquiries.
  - Manage vendor proposals, contracts, and budgets, monitoring and reporting on performance to ensure a return on investment for services.
  - Collaborate with business development and marketing teams to capture synergies and create alignment on joint projects and initiatives.
  - Other duties as required.

### **Internal Communications**

- Lead the creation of an Internal Communications Program, partnering with People and Culture to boost employee attraction, retention, and engagement, making IAC the best place to work, grow, and make an impact.
- Develop an IAC leader communication program to enhance internal and external communication effectiveness and competencies, providing communication coaching to enhance their ability to effectively connect, influence, and manage change.
- Support C-Suite communication and executive brand development programs and initiatives, including thought leadership, panel discussions, presentations, speaking notes, and stakeholder and investor roundtables.

### **Competencies**

**Accountable:** Takes responsibility for the success and challenges of communication initiatives. Holds themselves and their team members accountable for delivering high-quality work on time. Learns from mistakes and seeks continuous improvement. Demonstrates a high level of accuracy and attention to detail in all aspects of communication, from content creation to media relations. Ensures all communication is clear, consistent, and aligned with the organization's standards and objectives. Acts without needing to be prompted, showing a strong drive to achieve and excel.

**Solution-Minded:** Uses creativity and ingenuity to meet the needs of internal and external stakeholders. Adjusts communication strategies and approaches in response to changing circumstances, priorities, or feedback. Demonstrates resilience and maintains effectiveness when faced with ambiguity or unexpected challenges. Adapts tone, style, and content to suit different audiences and platforms.

**Collaborative:** Champions a business partner approach when working with internal and external stakeholders. Ensures to seek to understand different perspectives and tailors' approach and messages to address concerns and interests. Builds and maintains strong relationships by delivering value and responsiveness.

**Trustworthy:** Approaches relationships with openness, honesty, reliability, and clarity. Achieves high-performance through high-quality relationships and high-quality work. Empowers, supports

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and encourages team members to contribute their personal best. Acts with transparency, ensuring clients and stakeholders are clear on IAC's processes, abilities, and expectations. Handles confidential information and data carefully with adherence to privacy.

**Inclusive:** Engages, welcomes, and values a diverse range of people, perspectives, and communities. Strives to understand different viewpoints and interests. Proactively seeks out new ideas, trends, and tools to enhance communication efforts. Develops effective messaging for international clients and audiences, using astute intercultural communications approaches and techniques.

## Qualifications

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- Bachelor's degree in Communications, Public Relations, Journalism, or a related field.
- 10+ years of progressive experience in corporate communications, public relations, or a similar role, with a demonstrated ability to drive high-impact communication strategies.
- A high degree of diplomacy, initiative, creativity, and innovation, with a relentless drive for excellence.
- Superior writing, editing, and content creation skills, with the ability to craft powerful narratives for diverse audiences using exceptional research skills to stay current on key industry issues and opportunities.
- Experience in corporate reputation management and media relations, with a portfolio of secured top-tier media coverage is desired.
- Strong business acumen with the ability to understand practices, trends, technology, and how to evaluate approaches.
- Advanced proficiency in digital communications including social media strategy, content management systems, and analytics.
- Strong interpersonal and relationship-building skills with a network of industry contacts.
- Highly organized and results-oriented, with the ability to manage multiple projects and priorities simultaneously in a fast-paced environment.
- A growth mindset, welcoming of new ideas, processes, and approaches.
- Experience working in the public sector, economic development, or investment attraction is a strong asset.

## About the Organization

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Invest Alberta Corporation (IAC) works directly with investors to attract high-value and high-impact investments to the province. We bring industry, government partners, and economic organizations together to offer seamless services that make it easy for investment to flow into the province. With a strong entrepreneurial culture, we are taking new and innovative approaches to investment attraction.

Our clients come from a wide variety of backgrounds, and so do we. Invest Alberta Corporation is proud to be an equal opportunity workplace. In recruiting for our team, we welcome the unique contributions that you can bring in terms of your education, culture, gender, race, sexual orientation, religious or ethnic backgrounds or physical abilities.

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## How to Apply

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Interested in being a part of a new, dynamic organization that was designed to have a positive impact on Alberta's future? If you are looking for an exciting and unique opportunity, to make a difference, and make connections while earning a competitive salary with comprehensive benefits, apply by email, including a cover letter, resume, and salary expectations to:

[hr@investalberta.ca](mailto:hr@investalberta.ca)

**Closing Date: Open until a suitable candidate is found.**

Thank you for your interest in IAC.

Only those candidates selected for interviews will be contacted. No phone calls please.  
To learn more about IAC & this position please visit: [investalberta.ca](http://investalberta.ca)